



Company Profile
Award Winning Digital Marketing Company

Unlock your opportunities in Digital Marketing


Here is why you should think digital for your business!

There are 200 Million internet users in India today.

There are 70 Million smart phone users in India who spend 72 minutes on mobile internet everyday.

There has been 20x growth in search queries in the last 5 years.

There are 55 Million unique internet users in India who spend 4 billion minutes per month on youtube.

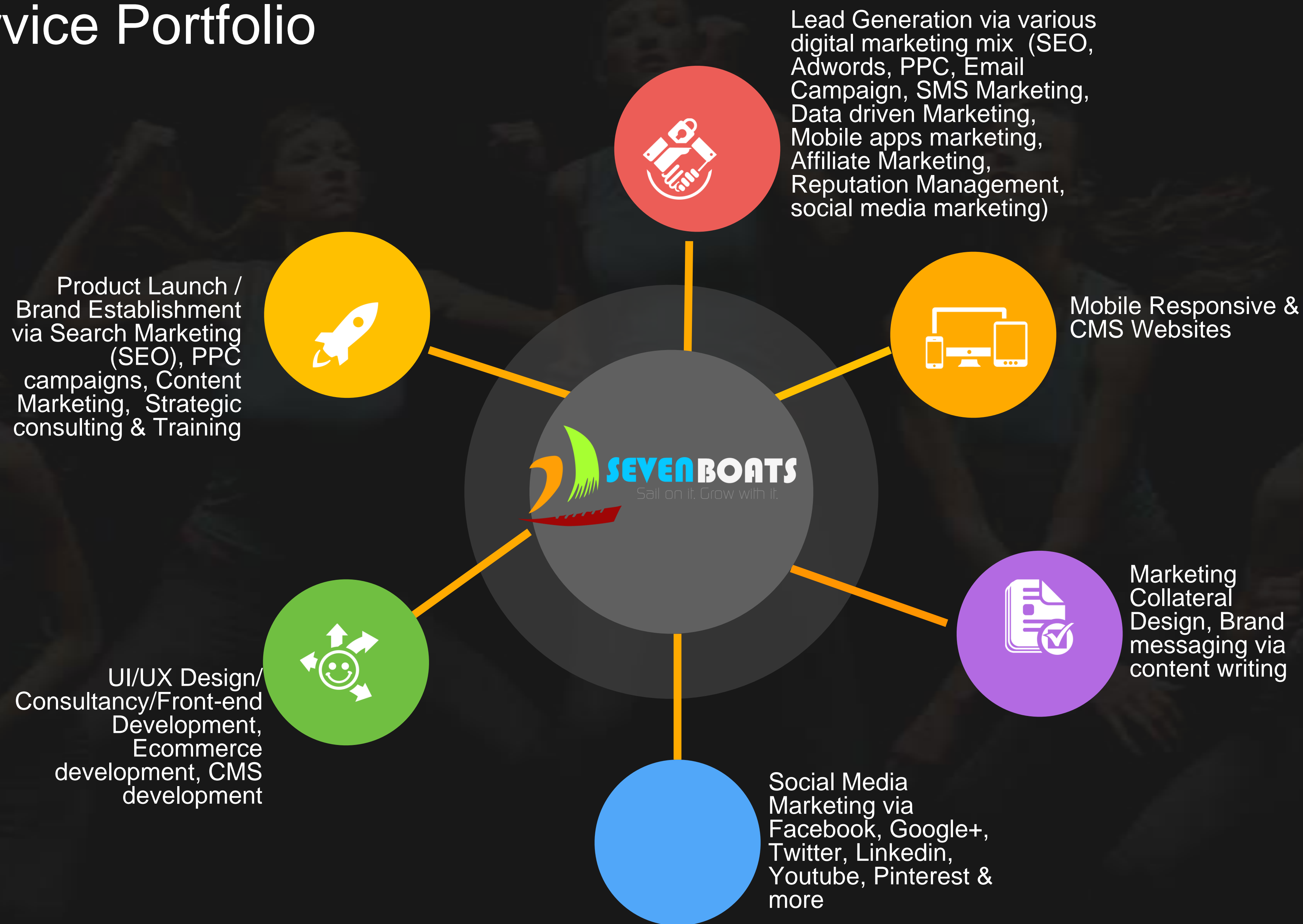
A woman with long brown hair, wearing a red headscarf with white polka dots and red beaded earrings, is shouting into a green megaphone. The background is a warm, golden-yellow color.

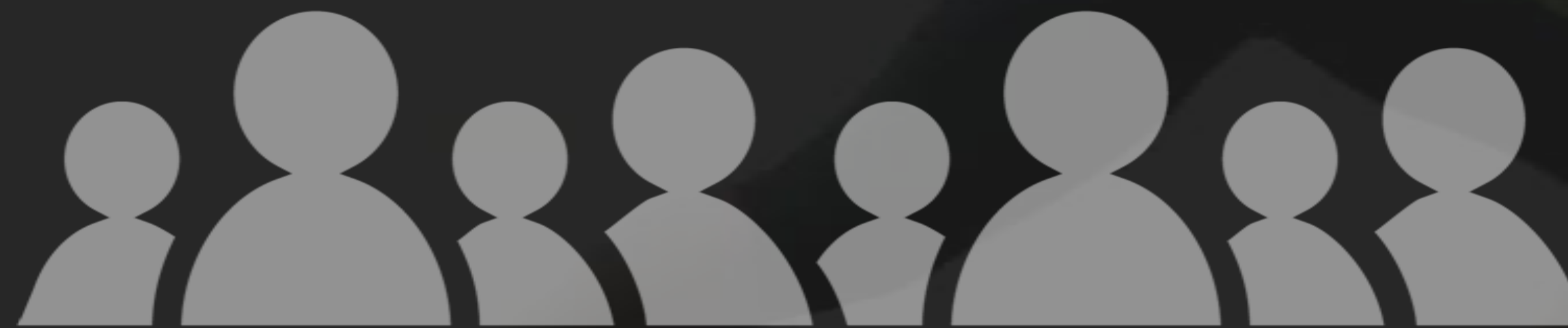
Digital Agency Division

Of **Seven Boats Info-System Pvt. Ltd.**

Established in 2011 with an idea to provide result-driven digital marketing & web consulting services to businesses. Seven Boats is an award winning company by IEDRA & AIAF, featured in Rediff, Yourstory, ReadStartups and NEN; felicitated by IIT KGP, IIT Guwahati, Enterprise Development Institute & GMIT Kolkata . We have served more than 500 clients across the globe in various industry verticals such as Retail/FMCG, Hotels/Travel, Engineering/IT, Manufacturing, Health/Pharma, Finance, Real Estate, Entertainment/Art & more. We have eminent clients such as Times Group, Chatterjee Group, Time Machine Group UAE to name a few!

Digital Service Portfolio





What We Do in Digital Marketing

Design of a Beautiful, Customer-Generating Website, A Thorough Audit and Analysis of your business' s Current SEO Techniques, Launch a SEO Campaign, Comprehensive Campaign Management and conversion Optimization, Creation of Web Content to Reach New Visitors and Turn Them into Leads, Social Media Profile Creation and Management to Bond with Potential Customers, Ongoing Marketing Initiatives to Raise Brand visibility and more

Key Considerations

1. Create a compelling business website that drives traffic and customers
 2. Connect with users across multiple online traffic channels and deliver them to your website
 3. Systematically build meaningful relationships with visitors and turn them into customers
 4. Use data to better understand your target customers and optimize its marketing strategies over time
 5. Gain increased visibility without risking its standing with popular search engines
-

There are going to be two approaches

The two stakeholders that are going to contribute in success are -



**Pull
Marketing**

Inbound &
Outbound
marketing



**Push
Marketing**

Our Time lines for the project

Following are some of the anticipated time lines for some of the most important or broadly classified tasks in this business engagement

Months	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Pull Marketing						
Push Marketing						



It is important that the website is well presented with good quality content / products / services to be sold
before potential buyers start frequenting it

Once buyers visit the website and if they see lack of good content or products/services sold, the chance of them returning to the website diminish. So ideally, we should concentrate on getting the website flooded with good quality content & presenting the products/services properly first.

Approaching leads - Outbound marketing

An intensive lead generation activity would have to be carried out for the business. We can systematically build meaningful relationships with visitors and turn them into customers, use data to better understand your target customers and optimize its marketing strategies over time, gain increased visibility without risking its standing with popular search engines.



Approaching target customers - PUSH Marketing

Project | Process | Planning

1

Prospect List Generation

Research and generate list of prospects or potential buyers

2

Target audiences

Find out the most appropriate and newer digital channels to reach target audiences

3

Prospects

Reach out to potential prospects and convert them to leads

4

Target Coverage

Sort out the Influencers (blogger, webmasters, social evangelists) in your industry and find out strategy to engage them as your brand ambassador.

5

Target Sign ups

Research on creating offers/contest/rewards, CSR activities, cause marketing, affiliate marketing etc & communication channel to get potential influencers on-board

6

Lead Nurturing

All Positive Responses are nurtured with followups and Social Media (online reputation management)

Approaching buyers - Inbound marketing

Strategy Consulting

1

We will roll out the roadmap for the client's services with marketing strategy, go to market, pre-sales and sales processes.

SEO/PPC Campaigns

2

Will come with various SEO & PPC campaigns to pull up more leads. Competitive research/analysis, keyword selection, optimizing website structure relevant to what search engines like Google prefer and many more activities

Landing page

3

We create landing pages whenever needed. They can be either on your web server or can be created and hosted through the tools which are available online.

Online PR

4

Through link submission, directory submissions and reaching out to maximum possible third party platforms which can feature your website

Content Strategy

5

The complete focus will be on creating the content for social media & website/blog. This is called as content strategy. The content shall drive all the activities on social media & on your website & blog.

Social Media Management

6

Establishing presence on platforms like Facebook, Twitter, youtube, pinterest and LinkedIn etc. These will be customised with our branding theme and shall be utilised in a pull strategy.

Approaching target users - Social Media

Did you know ?

We generate 30% of new business just from social media publicity and rest 70% just fall in love with us.



Brand Promotions | PR Channel | News & Events Circulations to target business audiences. You feel like your target audience are not there on FB, but the fact is they are and very active. All you need is just reach out.

1

Daily Posting on Facebook related to external or Internal Updates
5000 facebook user reach through paid and content based campaigns

2

Twitter, LinkedIn and FB will be interconnect

100 Twitter Interactions per month

3

LinkedIn for networking and promotion on related Groups

500 potential buyer coverage per month

4

Forums and publicity to promote webinars/ Events

Let's get started

Next Steps of Rollout



Weekly
Reporting
with status
and plan



Paid
Campaigns -
SEO, Google
Ads, Back
linking,
FB Paid



Team
includes
marketing
experts,
designers,
content
writers



More
specific
targets as
we move
ahead

let's meet
sometime at our
office
for some
cheese & wine
and little business



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